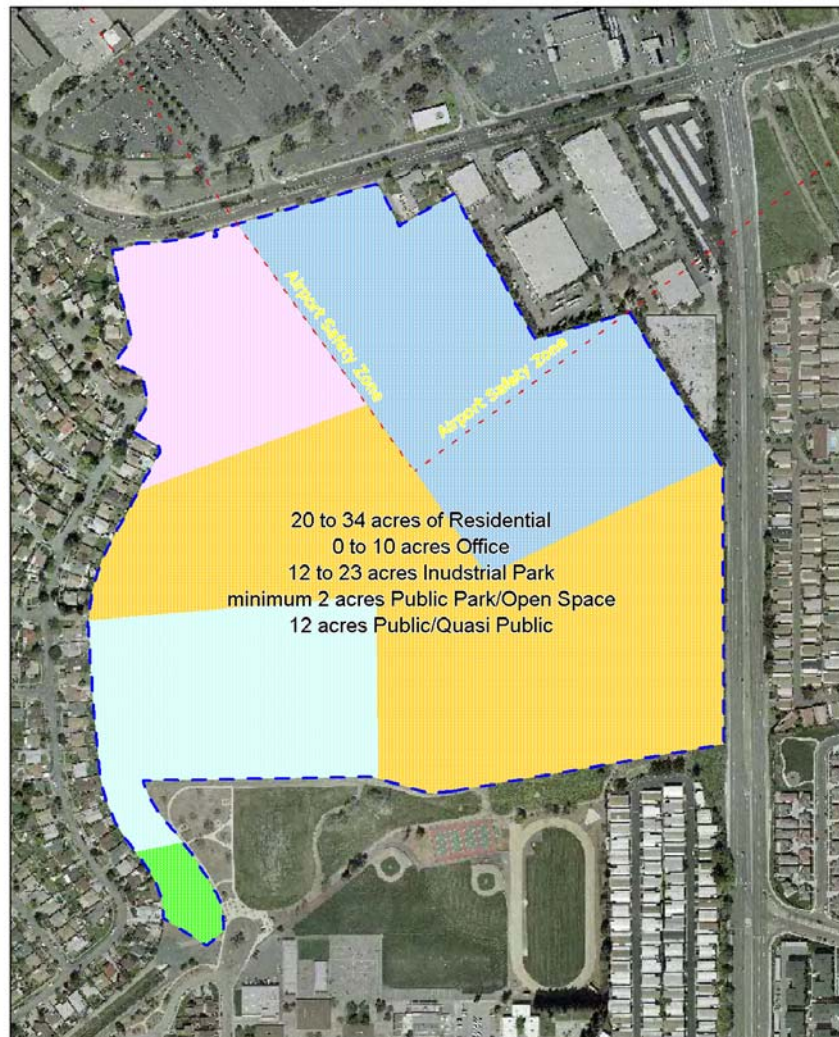


# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

A

## ARCADIA



### Scenario I

- Mixed Use Overlay
- Industrial Park
- MLDR (8.0 DU/AC)
- Office
- Public/Quasi-Public
- Public Park and Open Space

B

## ARCADIA



### Scenario II thru IV

- Mixed Use with No Underlying Land Use Designation
- School
- Commercial/Office
- Residential and Commercial/Office
- Public Park and Open Space
- Public/Quasi-Public



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

C

## ARCADIA



### Scenario V and VI

- Mixed Use with No Underlying Land Use Designation
- School
- Commercial/Office
- Residential and Commercial/Office
- Public Park and Open Space
- Public/Quasi-Public

D

## ARCADIA



### Scenario V and VI

- Mixed Use with No Underlying Land Use Designation
- School
- Commercial/Office
- Residential and Commercial/Office
- Public Park and Open Space
- Public/Quasi-Public



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

## ARCADIA



### Scenario V and VI

- Mixed Use with No Underlying Land Use Designation
- School
- Commercial/Office
- Residential and Commercial/Office
- Public Park and Open Space
- Public/Quasi-Public

## ARCADIA



### Scenario V and VI Developers Proposal

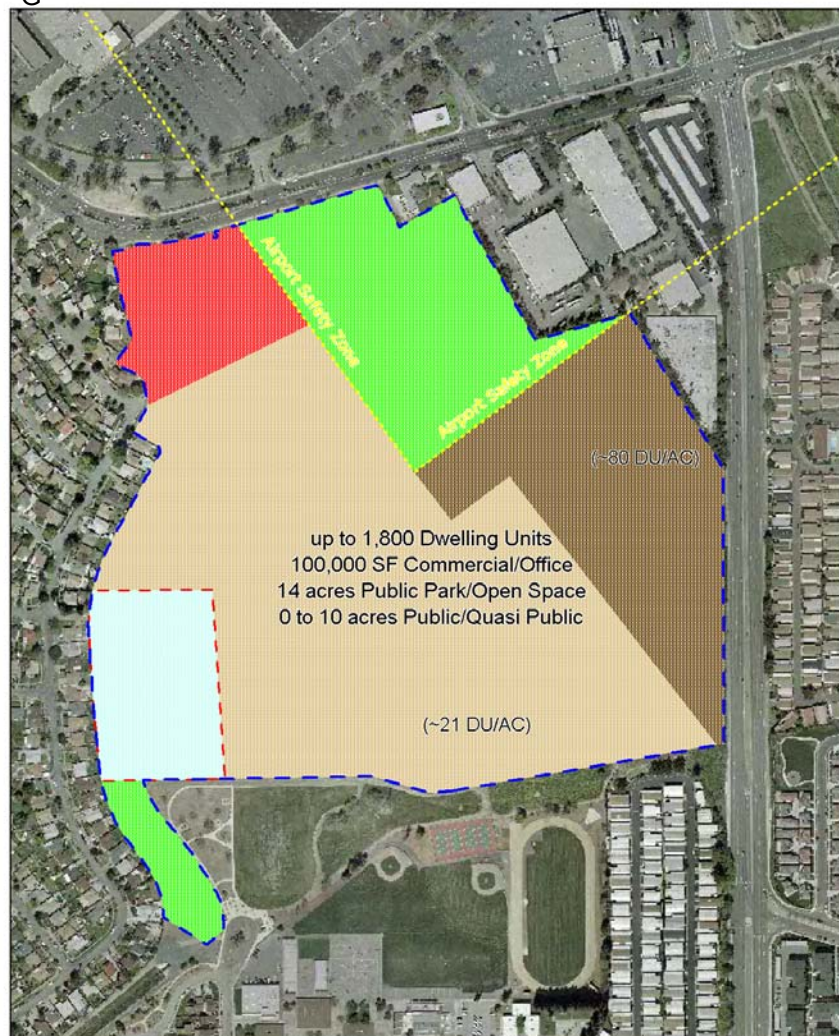
- Mixed Use with No Underlying Land Use Designation
- School
- Commercial/Office
- Public Park and Open Space
- Public/Quasi-Public
- Transit Corridor Residential (20+ DU/AC)
- Medium High Density Residential (12-25 DU/AC)
- Ground Floor Retail



## ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

## ARCADIA

## G



### Proposal by a Group of Task Force and Community Members

Submitted by Jim Zito






- Submitted by Jim Zito
- |   |   |
|---|---|
|  | Mixed Use with No Underlying Land Use Designation |
|  | School  |
|  | Commercial/Office                                 |
|  | Public Park and Open Space                        |
|  | Public/Quasi-Public                               |
|  | Transit Corridor Residential (20+ DU/AC)          |
|  | Medium High Density Residential (12-25 DU/AC)     |

## CAMPUS INDUSTRIAL

H



Scenario II thru IV, K-8 and High School

-  Campus Industrial  
 Residential  
 Open Space  Park  
 School



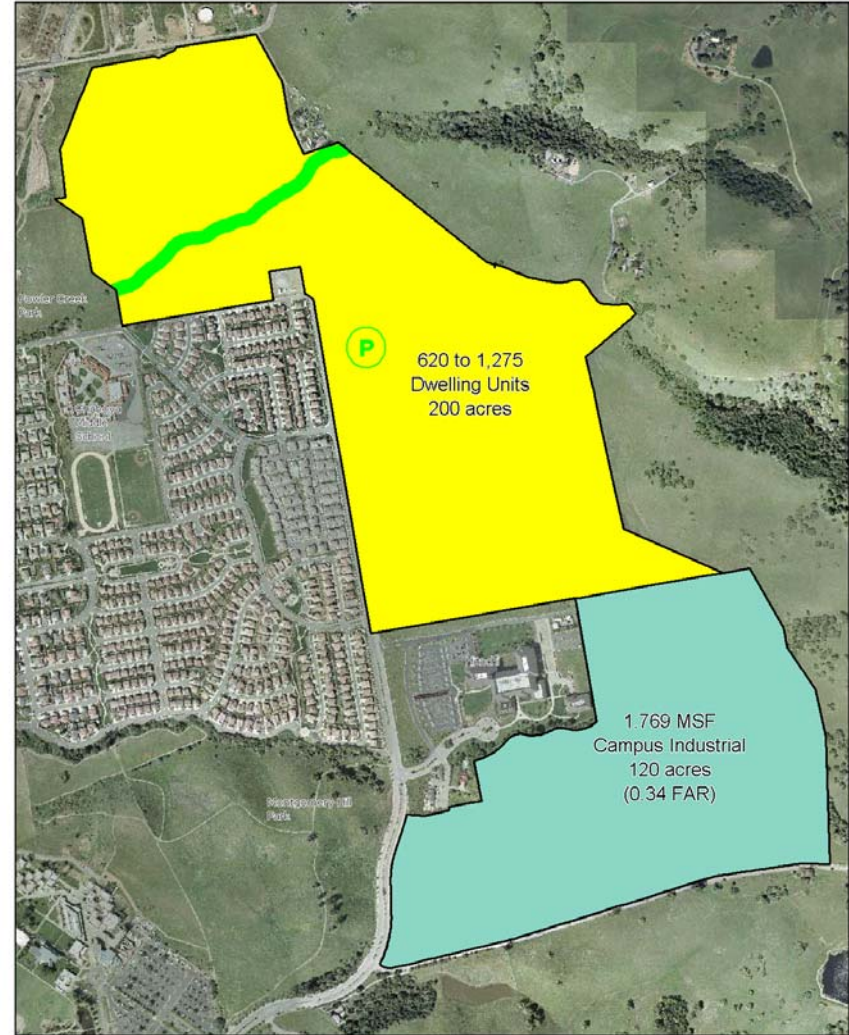
## CAMPUS INDUSTRIAL



### Scenario I and VI

- Campus Industrial
- Residential
- Open Space P Park
- School

## CAMPUS INDUSTRIAL



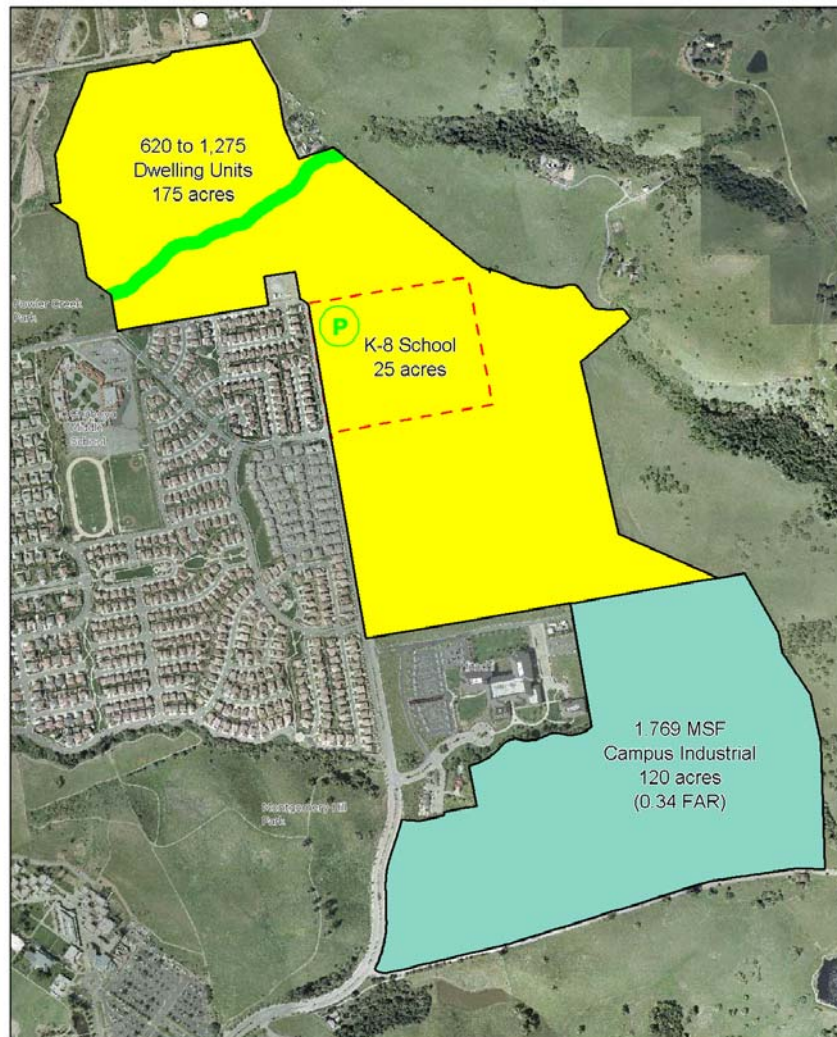
### Retain 120 acres of Campus Industrial

- Campus Industrial
- Residential
- Open Space P Park
- School



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

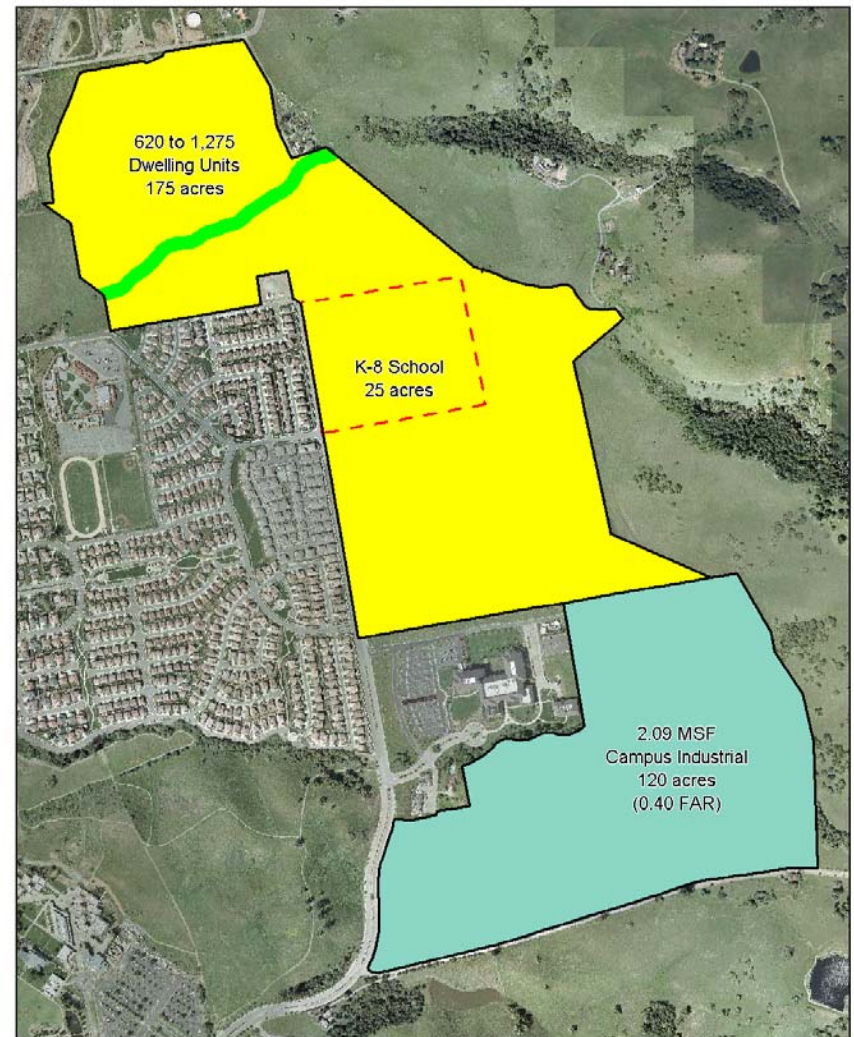
## K CAMPUS INDUSTRIAL



Retain 120 acres of Campus Industrial, K-8 School

- Campus Industrial
- Residential
- Open Space  Park
- School

## L CAMPUS INDUSTRIAL



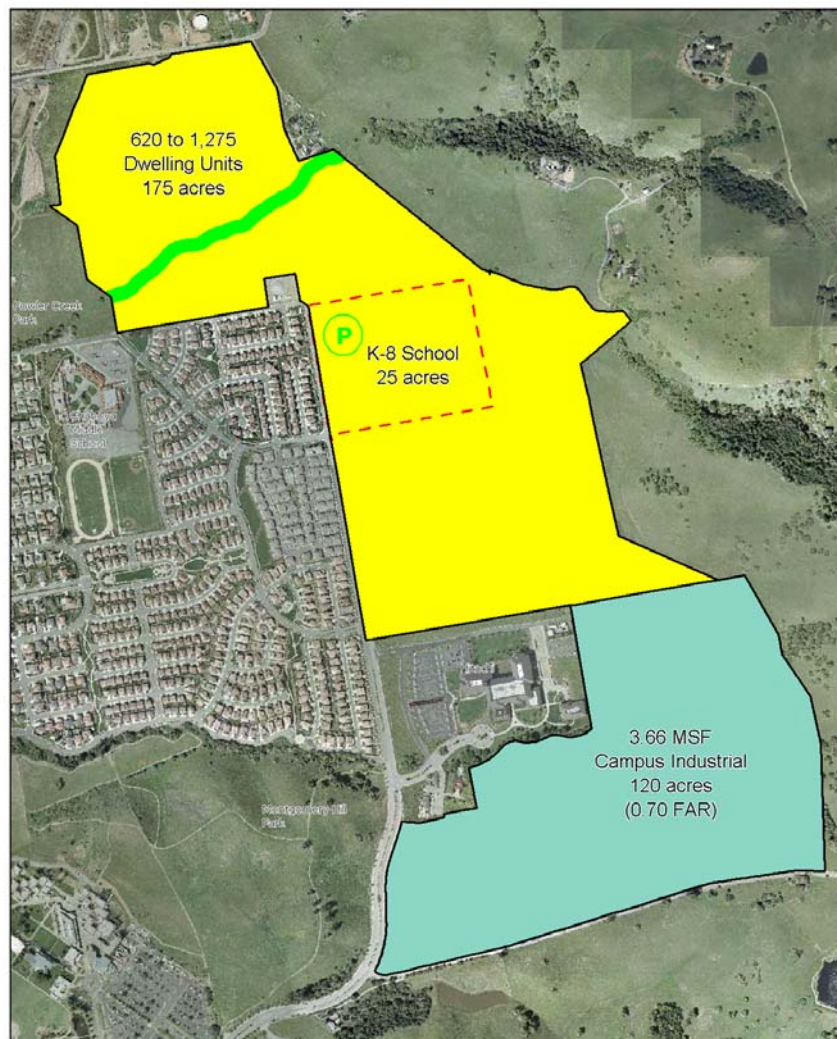
Increase FAR on Retained Campus Industrial

- Campus Industrial (Increase in FAR may require additional environmental review)
- Residential
- Open Space  Park
- School



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

## M CAMPUS INDUSTRIAL



Increase FAR on Industrial, K-8 School

- Campus Industrial (Increase in FAR may require additional environmental review)
- Residential
- Open Space P Park
- School

## N CAMPUS INDUSTRIAL



Retain 120 acres of Campus Industrial, K-8 and High School

- Campus Industrial
- Residential
- Open Space P Park
- School

# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

## O CAMPUS INDUSTRIAL



Retain 50 acres of Campus Industrial

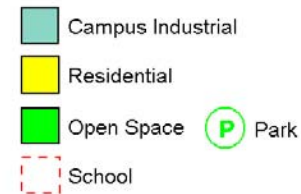
- Campus Industrial
- Residential
- Open Space
- Park
- School



P **CAMPUS INDUSTRIAL**



Scenario II thru V and Retain 50 acres of Campus Industrial





# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

Q

## CAMPUS INDUSTRIAL



Scenario II thru V, K-8 School

- Campus Industrial
- Residential
- Open Space
- Park
- School



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

R

## CAMPUS INDUSTRIAL

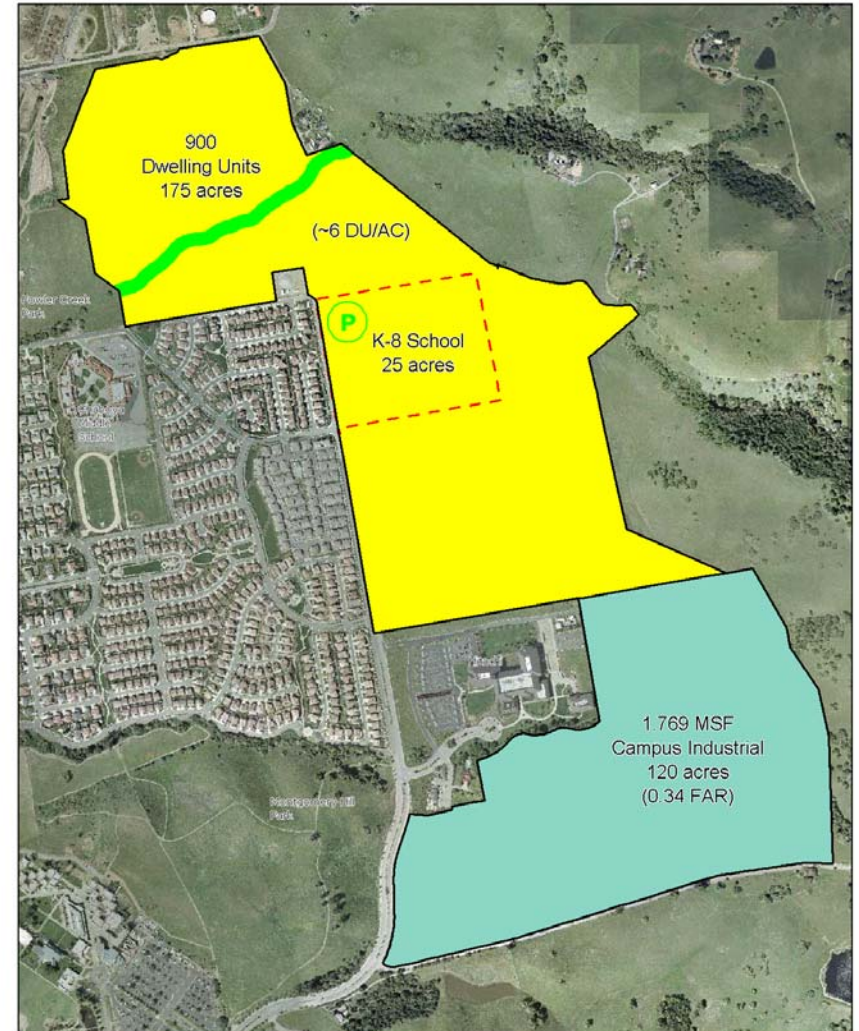


Scenario II thru V, K-8 and High School

- Campus Industrial
- Residential
- Open Space
- School
- P Park

S

## CAMPUS INDUSTRIAL



Proposal by a Group of Task Force and Community Members  
Submitted by Jim Zito

- Campus Industrial
- Residential
- Open Space
- School
- P Park



T

## CAMPUS INDUSTRIAL



Scenario V, K-8 and High School





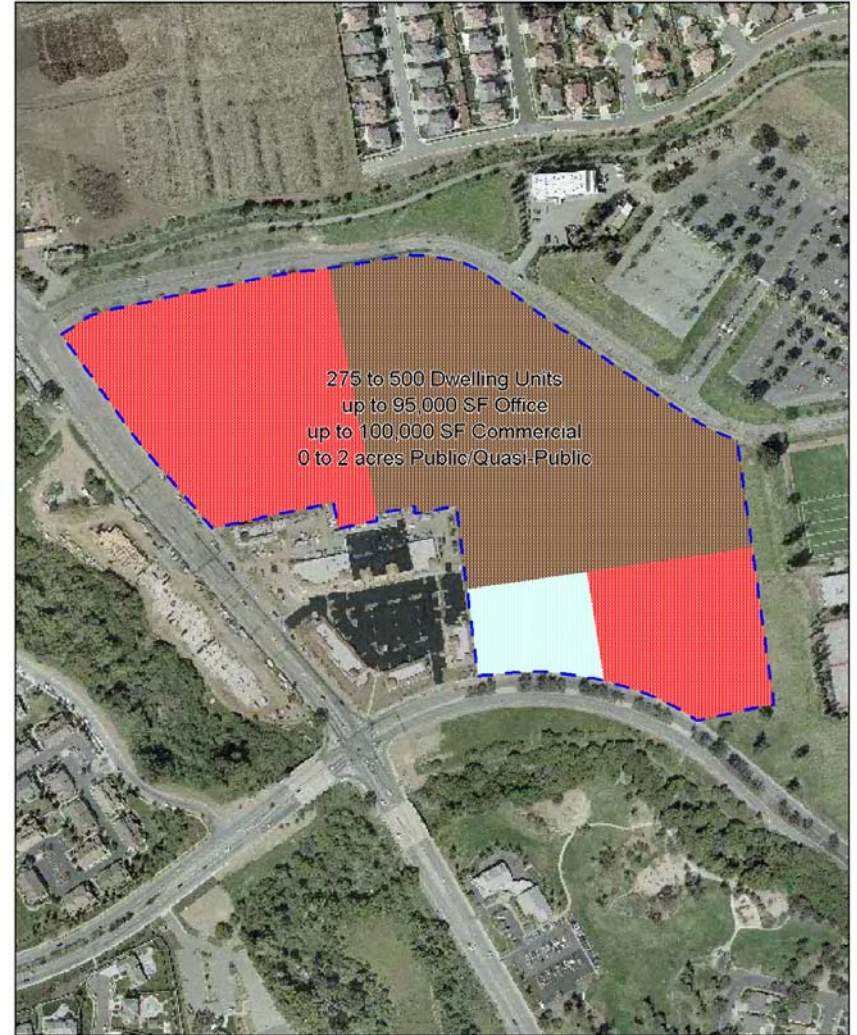
U EVERGREEN VALLEY COLLEGE



Scenario I

Public/Quasi-Public

V EVERGREEN VALLEY COLLEGE



Scenario II thru VI

Mixed Use with No Underlying Land Use Designation

Residential

Commercial/Office

Public/Quasi-Public



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

## W EVERGREEN VALLEY COLLEGE



### Scenario II thru VI

- Mixed Use with No Underlying Land Use Designation
- Residential
- Commercial/Office
- Public/Quasi-Public

## X EVERGREEN VALLEY COLLEGE



### Proposal by a Group of Task Force and Community Members

- Mixed Use with No Underlying Land Use Designation
  - Residential
  - Commercial/Office
  - Public/Quasi-Public
- Submitted by Jim Zito



Y PLEASANT HILLS GOLF COURSE



Scenario II thru VI

- Public/Quasi-Public (F.S. = Fire Station)
- Residential
- Open Space
- School
- P Park

Z PLEASANT HILLS GOLF COURSE



Scenario II thru VI, K-8

- Public/Quasi-Public (F.S. = Fire Station)
- Residential
- Open Space
- School
- P Park



A1 PLEASANT HILLS GOLF COURSE



Scenario I

Private Recreation

A2 PLEASANT HILLS GOLF COURSE



40% Open Space

Public/Quasi-Public (F.S. = Fire Station)

Residential

Open Space (P) Park

School



# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

A3

## PLEASANT HILLS GOLF COURSE



Proposal by a Group of Task Force and Community Members

- |   |  |  |
|---|--|--|
| <span style="background-color: #e0ffff; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Public/Quasi-Public (F.S. = Fire Station) | <span style="background-color: #00ff00; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Open Space | <span style="border: 1px solid green; border-radius: 50%; padding: 2px;">P</span> Park |
| <span style="background-color: #ffff00; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Medium Low Density Residential (8 DU/AC)  | <span style="border: 1px dashed red; display: inline-block; width: 20px; height: 10px;"></span> School                                 |  |
| <span style="background-color: #ffa500; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Medium Density Residential (8-16 DU/AC)   |  |  |
| <span style="background-color: #ff0000; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Commercial/Office                         |  |  |

Submitted by Jim Zito

A4

## SITE PLAN EXERCISE: GROUP 1



PLEASANT HILLS GOLF COURSE  
COMMUNITY PLANNING WORKSHOP

- |  |  |
|--|--|
| <span style="background-color: #00ff00; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Park / Open Space                  | <span style="background-color: #e0ffff; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Public/Quasi-Public (e.g., School, Community Ctr., etc.) |
| <span style="background-color: #ffff00; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Single-Family Detached Residential | <span style="background-color: #ff0000; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Commercial   |
| <span style="background-color: #ffa500; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> Single-Family Attached Residential |  |



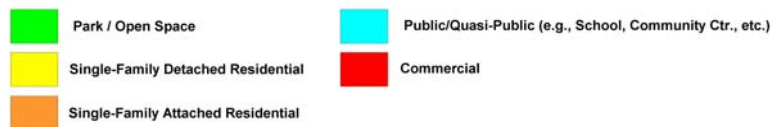
# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

A5

## SITE PLAN EXERCISE: GROUP 2



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP

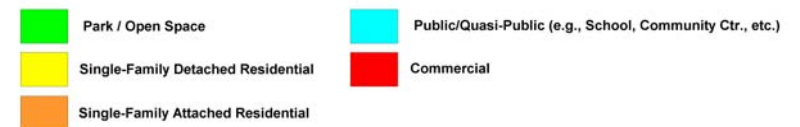


A6

## SITE PLAN EXERCISE: GROUP 3



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP





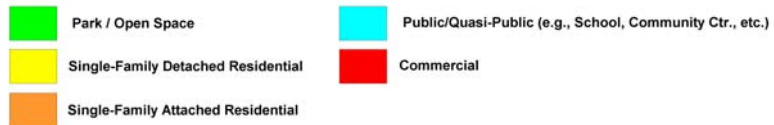
# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

A7

## SITE PLAN EXERCISE: GROUP 4



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP

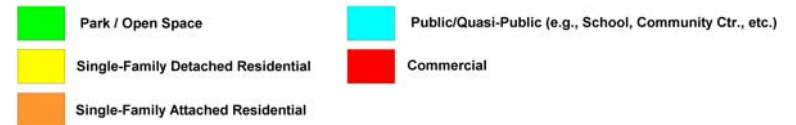


A8

## SITE PLAN EXERCISE: GROUP 5



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP





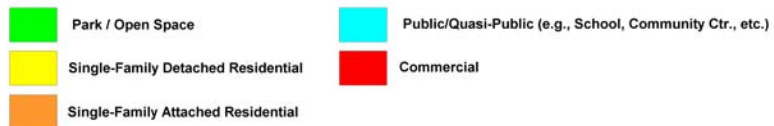
# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

A9

## SITE PLAN EXERCISE: GROUP 6



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP

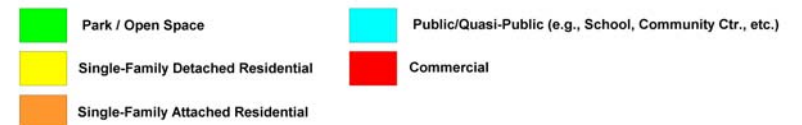


A10

## SITE PLAN EXERCISE: GROUP 7



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP





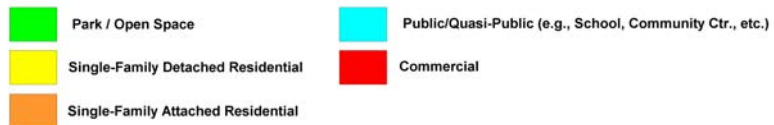
# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

B1

## SITE PLAN EXERCISE: GROUP 8



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP

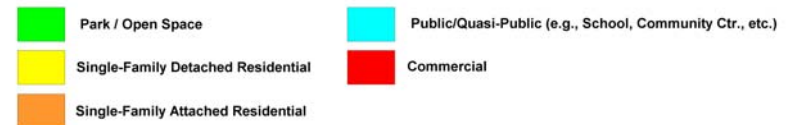


B2

## SITE PLAN EXERCISE: GROUP 9



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP





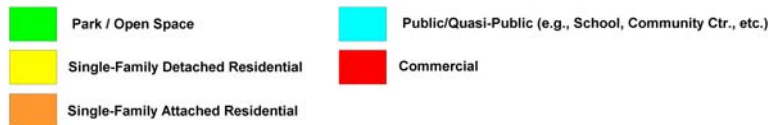
# ALTERNATIVE LAND USE CONCEPTS FOR THE EVERGREEN \* EAST HILLS VISION STRATEGY

B3

## SITE PLAN EXERCISE: GROUP 10



### PLEASANT HILLS GOLF COURSE COMMUNITY PLANNING WORKSHOP





## West Evergreen SNI/NAC Proposal for the Arcadia Site

### Scenario 1 – 1,875 units

We support the housing application by the developer for 1,875 units and 100,000 square feet of retail only if the other three sites will not have a significant change with their housing unit counts. Likewise, rental and ownership must at least be 40/60 ratio. We would like to reserve the right to have an input also with the type of retail to be considered later.

### Scenario 2 – 1,690 units

If scenario #1 would not materialized, we would like to submit this alternative which was extracted from the Knights Foundation (Charette) study. Please note that this second proposal will still be confirmed by the neighborhood at the August SNI meeting.

#### Summary:

#### Number of Households:

##### Multi-family-

For Rent	980 units
----------	-----------

For Sale	330
----------	-----

##### Single family attached

For Sale	380
----------	-----

Total	1,690 units
-------	-------------

#### Breakdown (negotiable):

Garden homes	65 units
--------------	----------

Townhomes	210
-----------	-----

##### Affordable/multi-family (20%)

Seniors/Retirees	263
------------------	-----

Empty nesters	75
---------------	----

Traditional/non Traditional families	493
--------------------------------------	-----

Singles & couples	584
-------------------	-----

Total	1,690 units
-------	-------------

#### Allocation:

For sale - count	(42%)	710 units
------------------	-------	-----------

For rent - count	(58%)	980
------------------	-------	-----

Total	1,690 units
-------	-------------



**Scenario 3 – 1,500 units**

If a drastic reduction would be presented by the EEHS task force & the developer, this 3rd option will be recommended highly to the residents to at least achieve our top priority, that is, the community center.

Summary:

Number of households:

Multi-family:

For rent	900 units
For Sale	300

Single family attached

For sale	300
----------	-----

Total	1,500 units
-------	-------------

Details (negotiable):

Garden homes	65 units
Townhomes	210
Affordable/Multi-family (20%)	
Seniors/retirees	240
Empty nesters	60
Traditional & non-traditional families	416
Singles & couples	509
Total	1,500 units

Allocation:

For sale - count (40%)	600 units
For rent - count (60%)	900
Total	1,500 units

As for retail or commercial space, a 150,000 square feet of space would be acceptable with the following distribution:

minimum -

50,000 square feet with 2 stories residential and 100,000 square feet with office over retail

maximum-

75,000 square feet with 2 stories residential and 75,000 square feet with office over retail.



THE LETITIA BUILDING  
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SAN JOSE CA 95113-2406

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August 2, 2006

JOAN R. GALLO  
Of Counsel  
jgallo@hopkinscarley.com  
408-286-9800

Via e-mail: john.baty@sanjoseca.gov

John W. Baty  
City of San Jose  
Planning, Building & Code Enforcement  
Planning Services Division  
200 East Santa Clara Street  
San Jose, CA. 95113-1905

*Re: Alternatives for the Evergreen Valley College Site*

Dear Mr. Baty:

I am writing on behalf of Canyon Creek Plaza, LP, the owner of Canyon Creek Plaza, and Shappell Industries of Northern California, the owner of the Evergreen Village Center to request that alternative land uses for the Evergreen Valley College (EVC) site be considered as part of the Evergreen-East Hills Vision Strategy.

As you are aware, we are urgently requesting that the Evergreen Task Force foster, rather than adversely impact, existing shopping centers such as Canyon Creek on Silvercreek Road and Evergreen Village by denying the Evergreen Community College District's request for approval of a major supermarket at the Evergreen Valley College site on San Felipe Road. Eleven supermarkets occupying over 434,000 square feet of building space already currently exist within 3.5 miles of the EVC site. The market demand for yet another major grocery store in the area does not exist and the success of such a store at the EVC site will necessarily be at the expense of a substantial share of sales from existing markets.

Indeed in the past, the Planning Staff has consistently recommended against retail over-saturation of the area. In 1994, 1995 and again in 1996, Planning Staff noted that approving a large retail center, including a major grocery store, in this area would be contrary to the General Plan, and would undermine the commercial strategy of the Evergreen Specific Plan.

In recommending against a 1996 College District proposal that included a major grocery store, in its General Plan Annual Review Staff Report, Planning Staff found that the addition of commercial square footage at the amounts proposed "*could weaken existing centers as well as the planned commercial uses in the Evergreen Village*

John W. Baty  
August 2, 2006  
Page 2

*Center by oversupplying the retail market. Future commercial needs for the entire Evergreen area were addressed during the planning stages for the residential development. The Village Commercial Center is the planned neighborhood business district intended to be the retail activity and visual hub of the area...."* Staff further noted that a new commercial center would *"severely impact the planned commercial Village Center," "would dilute consumer markets for all existing commercial centers within a three-mile radius...."*

Even the College District recognized these concerns when it removed a major grocery store from its original proposal for the site. In an October 23, 1996 letter regarding the revision to its request for a General Plan amendment, Michael Hill, then the District's Vice Chancellor, wrote: *"Very importantly, by excluding a full service grocery operation, the revised amendment is intended to complement and not adversely impact the commercial Village Center in the Evergreen planned residential community."*

The College District's retail plans for the site today are not appreciably different than they were previously. The same compelling reasons against developing a major grocery store at the site still exist.

It is axiomatic that land use decisions should be based on the community interest, not merely the interest of the property owner in maximizing the land use value. However, currently no substantive alternatives are being considered for the EVC site, other than alternate locations for a library on the site. A number of other opportunities exist for the use of this land irrespective of whether the library is located at Yerba Buena Road or San Felipe Road.

Below are uses which need to be analyzed from an objective land use perspective, rather than merely deferring to the District's preference. If public use of the site is not being considered, each of these alternatives represent a productive and viable land use that will benefit the community without unnecessarily harming neighboring retail centers, such as Canyon Creek Plaza and Evergreen Village. We urge the Task Force to consider the following alternative uses:

1. Health Club. A large health club designed from about 40,000 to 70,000 square feet could be located at the site to serve as many as 4,500 members with an average attendance which can reach 1,000-1,200 persons daily. Given the demographics of the area, the health club business should prosper. There is no over-saturation of health clubs in the vicinity, and they tend to attract a variety of compatible shops and services (e.g. Starbucks, Peet's Coffee, Jamba Juice, Supercuts, Coldstone Creamery, etc.). There needs to be substantial parking for such a use, but shared parking with office space works well.



John W. Baty  
August 2, 2006  
Page 3

2. Additional Office Space. More office space is needed in the area, and could be developed *in lieu* of expanded retail so as to not to draw business away from nearby retail sites.

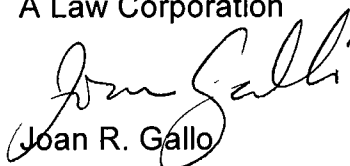
3. Non-Grocery Retail Anchors. Many non-grocery retail anchors could succeed at this location and would not detrimentally effect anchor stores at Canyon Creek Plaza and Evergreen Village. Such potential anchors include the following types: family clothing (e.g., Old Navy), discount variety store, bedding & housewares (e.g., Crate & Barrell, Williams-Sonoma, Bed, Bath & Beyond), home furnishings (e.g., Pier 1), sporting goods store (e.g. Big 5, REI), bookstores (e.g., Barnes & Noble, Borders), office supply store (Staples, Office Max), and specialty retail stores (e.g., Michael's, Petco) to name a few.

4. Mixed Use Housing. The EVC site also could be developed as a mixed-use site by including apartments or condominiums above some of the retail or office uses just described and/or above other neighborhood serving retail space. These could be market rate or affordable housing units.

These four alternatives should be considered by the Evergreen Task Force as each represents uses that are more consistent with past planning efforts and would enhance and serve the community without the detriment to neighboring retail centers. Again, we ask that the land use decision be made based on the long-term best interest of the community, and not merely the desire of the College District.

Sincerely,

HOPKINS & CARLEY  
A Law Corporation



Joan R. Gallo

JRG/bm

Cc: Ed Abelite  
Kelly Erardi



# LAND USE PROPOSAL

## THE EVERGREEN \* EAST HILLS VISION STRATEGY

### EXECUTIVE SUMMARY

A group of residents from District 8 believe the quality of life, management of congestion, improvement of regional transportation, encouraging economic development, and promoting affordable housing can be achieved by adopting our land use proposal. Surrounding districts affected by development have been accounted for in this plan as well as the landowners. We believe that we have struck a balance between sensible development and residential quality while creating a large pool of resources for beneficial improvement, thus creating a win-win partnership for the City. The City has a responsibility to provide transportation and amenity needs to its residents. District 8 is making a very substantial contribution by this proposal generating funds and land resources to create community assets. By engaging in a partnership with the City as well as with residents and landowners, we are demonstrating how the needs of all concerned parties can be addressed while also ensuring that all concerned and involved parties exercise real responsibility. This sharing of risk, reward, and responsibility are essential to purposeful development of our City. Thank you for your attention.

We ask for your full and serious consideration of this proposal. It is a sober yet optimistic program that understands that this land use decision is citywide in its implications. It has much to offer to the entire City, the District, as well as the economic stakeholders. Our plan preserves the jobs-housing balance, spurs healthy economic growth, and manages congestion; all of these elements are vital to maintaining a healthy, sustainable community. Please adopt our plan as the proposal for the Evergreen \* East Hills Vision Strategy.

### Brief Summary of Our Proposal for Maximum Housing Units Allowed

	Retain Campus Industrial					
	Arcadia	Berg/IDS	Legacy	Golf Course	College	
Large Lot Conventional	0	450	0	200	0	
Small Lot Conventional	0	150	0	150	0	
Small Lot AL	0	125	0	150	0	
Town Home	700	75	0	100	50	
Multi-Family	700	0	0	0	100	
Affordable/Work	400	0	0	0	250	
						16.25% 650 Background Units
Total units	1800	800	0	600	400	4000
Net acres	81	200	120	114	27	542
						Total